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New products and focus on profitable practice and dental laboratories

AN UNRIVALLED GLOSSY FINISH

The Super-Snap range from Shofu offers a flawless finish for your composites. These unmounted disks are designed for quick and easy polishing of all composite restorations. The elastic shank mount means easy placing of the disk onto the mandrel and as they are manufactured without a central metal centre, gouging and discolouration of the composite is completely eliminated. These ultra thin disks are very flexible, bending under pressure without breaking and allowing easy access to interproximal areas.

One Gloss polishers can be used to finish and polish all composite restorations in one go. By altering the contact pressure on the restoration, you can control lustre without changing instruments.

Reader response number 50



GET FRESH AND STAND OUT FROM THE CROWD

Don't waste valuable time rebranding your practice's image when there are experts out there who can do a professional job on your behalf. THE FRESH knows how to give your practice the edge in the crowded dental market.

THE FRESH offers bespoke marketing solutions including corporate branding, website design, complete marketing campaigns, practice refurbishment, accountancy and recruitment. THE FRESH has a team of enthusiastic graphic and web designers dedicated to enabling your business to achieve its full potential.

THE FRESH website boasts over 150,000 hits every week and is becoming the website of choice for cost-effective dental marketing solutions. The young, dynamic team will go out of their way to provide your practice with professional, comprehensive advice.

Reader response number 52

PRACTICAL FINANCIAL ADVICE

Essential Money is committed to providing dental practitioners with specialist independent financial advice on the full range of issues affecting the profession.

Essential Money works closely with their clients to achieve the best solution for each individual's unique circumstances. Whether it is helping to

set personal, business and financial goals, navigating the process of securing finance to purchase a practice, or making the most of investment opportunities to help secure a comfortable future, Essential Money can assist.

Essential Money was Commended by the Good Advice Awards 2009 in the Best Protection category.

Reader response number 51

CHERRYPICK ELITE TECHNICIANS

Kent-based CosTech Elite laboratory has developed a system that enables clinicians to offer their private patients high quality



restorations with a week's turnaround.

CosTech's Elite7 team comprises talented GDC-registered technicians who have all been carefully handpicked for the role. Practitioners can even handpick the technician of their choice according to the particular result they wish to achieve, as each member of the laboratory team has their own specific area of expertise. The clinician can discuss the progress of each restoration with the specialist working on the case.

All restorations are completed within five working days and are returned to the practitioner by the seventh day with

a money back guarantee if the restoration is not received when expected. Traceable UPS pick up and delivery is free of charge, and all Elite7 restorations come packaged in a presentation box and with a five-year worldwide guarantee.

CosTech Elite now has its own dedicated implant department that produces crowns, bridges and implant-retained dentures of the highest quality for implant manufacturer DIO. CosTech also offer Thineers, a permanent alternative to tooth whitening procedures requiring minimal preparation, unlike traditional veneers.

Reader response number 53

FLEXIBLE COMPATABILITY FOR TEMPORARY RESTORATIONS

The Telio system from Ivoclar Vivadent is a product solution for temporary restorations that offers users coordinated products and meets the requirements of dentists, CAD/CAM users and dental technicians.

The Telio CS for dentists is a range for chairside application comprising a self-curing temporary crown and bridge material (Telio CS C&B), a dual-curing eugenol-free luting material (Telio CS Link) and a desensitiser (Telio CS Desensitizer). In addition to crowns and bridges, Telio CS C&B allows easy fabrication of inlays, onlays and veneers. It can also be used to reline temporary restorations, made of for instance, Telio

CAD or Telio Lab material.

The Telio CAD acrylate polymer blocks for CAD/CAM users are used to fabricate temporary crowns and bridges - also on implants. The restorations are either milled chairside or lab-



side. Alternatively they can be ordered from NobelProcera.

Telio Lab is for the fabrication of temporaries by dental technicians in the laboratory. Telio offers a powder/liquid resin processed in the cold technique and adjusted to the A-D shades. It is suitable for the creation of temporary crowns and bridges which can be easily cemented to natural prepared teeth or implant abutments.

All Telio products are compatible with one another in terms of material and shade enabling improved cooperation between dentist and dental technician. Labside products can be combined with chairside products, allowing a great degree of flexibility.

Reader response number 54

TALK MORE FOR LESS

DenTalk, a new telecoms company, has entered the dental marketplace on a mission to save dental practices time and money. By joining DenTalk, a dental practice will find its telephone calls and broadband costs drop instantly by at least 20%.

DenTalk has access to BT lines at a discount rate and high standards of customer service. Switchover to DenTalk is amazingly simple as existing phone lines and handsets are retained and there are no costs for changing provider.

DenTalk aims to provide dental teams with excellent support services from staff who understand just how important effective patient communication is to a successful practice. Based in the UK and with a helpline that is manned 24 hours a day, seven days a week, there is always an efficient, friendly voice at the end of the line.

DenTalk is launching at BDTA Dental Showcase on 14-16 October. For every dental practice that joins DenTalk, £10 will be donated to Bridge2Aid.

Reader response number 55

CHARITY CALENDARS FOR CHRISTMAS

Admor has added a new range of charity calendars to its popular collection of personalised Christmas products.

The calendars offer dental teams the opportunity to support two worthwhile dental charities, Dentaaid and the Benevolent Fund, while also providing practices with a way to stand out from the crowd with their customised corporate stationery.

In keeping with the Christmas spirit, Admor will donate 10% of all calendar sales to charity, 5% of which will go to the Benevolent Fund, a registered charity that provides financial assistance to dentists in need through a scheme of grants and interest-free loans. The other 5% will go to Dentaaid, a UK-based charity dedicated to improving the oral health of disadvantaged communities around the world.

For every Christmas card purchased, five pence will also be donated to each of the two charities.

Both cards and calendars are printed on the best quality board available and can be personalised to include your choice of festive artwork and typestyle. You can also choose to supply your own images to create a truly unique design.

Admor has over 30 years of experience in helping your business attract and impress patients.

Reader response number 57

ULTRA MODERN DENTAL CABINETS

Tavom uses quality materials creatively, giving practitioners the opportunity to present a dental practice that reflects a modern, professional approach to patient care.



The Alnair Range combines practicality and style to create storage that maximises space. The Y Glass work surfaces complement the range for an ultra modern finish.

Tavom use the latest in Computer Aided Design and have over 30 years of experience, eliminating the stress of a refurbishment. They will also ensure that your surgery is compliant with all the latest infection control regulations.

For high quality, durable and visually appealing dental furniture and cabinetry, call Tavom UK.

Reader response number 56

REACH OUT AND INCREASE REVENUE

The team at Munroe Sutton are inviting UK practitioners to discover the Munroe Sutton Healthy Discounts Plan for themselves.

Over 8 million patients are on Munroe Sutton's US dental plan. Participating practices enjoy free marketing, also promoted through dental directories, weekly database updates and an up to date website search.

An automated system ensures easy patient verification for an efficient process and smooth patient journey, 24 hours a day and seven days a week.

Munroe Sutton help dental practices reach out to thousands of new patients. The practice's revenue will vastly increase at no extra cost to them.

Reader response number 58

STREAMLINE YOUR PRACTICE WORKFLOWS

Kodak's R4 Clinical Plus is the latest version of the powerful and user-friendly R4 practice management system, combining immense flexibility with intuitive functionality.

Following extensive consultations with clinicians, the new layout puts workflow at the heart of the system. From a single screen, users have access to all relevant patient information, including previous notes, charts and digital images. Non-clinical information, such as appointment availability, can be checked without leaving the clinical section.

Clinical Plus has also been designed to meet the requirements for Care Pathways, with a section containing medical, social and clinical questionnaires. From the responses, a comprehensive risk assessment can be completed and an appropriate treatment plan devised.

The Kodak Clinical Plus system has proven success in delivering a wide range of administrative benefits to the dental practice, including online appointment booking, automated text reminders, improved communications and business productivity reports.

Reader response number 59

DEDICATED, EXPERT TECHNICIANS

PDS Dental Laboratory in Pudsey, Leeds was established in 1990 by Brendan Hudson. Twenty years on it has opened a second full service dental laboratory in Newcastle to celebrate its anniversary.

Technician-owned PDS, which currently has over 500 dentists on its books, performs all work in-house within its purpose-built, state-of-the-art facilities which use the latest technology, including the most up to date CAD/CAM scanning systems.

PDS Dental Laboratory has a team of dedicated account managers and expert technicians who focus on building close working relationships with their clients and supplying them with bespoke solutions.

All implant work is offered at a set fee with no hidden costs, and crown

and bridgework is always performed under magnification, ensuring excellent attention to detail.

PDS also offers a choice of two services based on delivery times and specifications.

Reader response number 60



SAVE ON ADMINISTRATION COSTS

DPAS believes that freedom of choice should extend to every area of your practice and that includes the running of your dental payment plan. DPAS plans are practice branded so you stay in control of what is rightfully yours and add value to your practice.

Dental payment plans bring security, stability and predictability of

income to a practice. DPAS payment plans offer practices an administrative service and account support for the lowest cost of any of the major providers.

DPAS will help you design your plan and assist with the communication of its launch to your patients.

Reader response number 61

SOLUTIONS FOR BEAUTIFULLY CRAFTED SMILES

Building on its portfolio of patient specific CAD/CAM restorative products, Biomet 3i is expanding the boundaries of a traditional dental implant company by providing a series of innovative digital solutions from which laboratories, clinicians and patients can benefit.

Renishaw is a leading manufacturer of in-lab dental scanning systems offering comprehensive digital solutions and supplies precision engineering products to sectors as diverse as aerospace and neurosurgery.

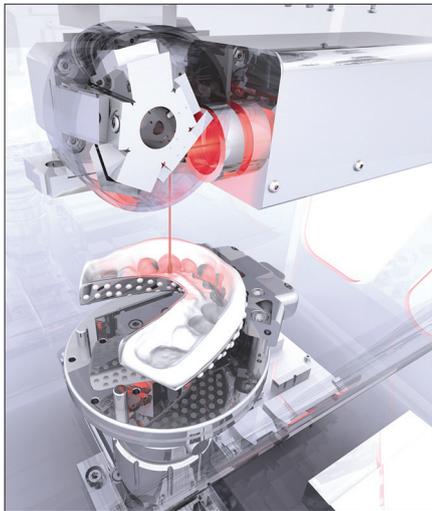
Biomet 3i and Renishaw offer: 3i *incise* Copings and Frameworks; Renishaw contact scanners; 3i *incise* CAD software and Renishaw in-lab milling machines.

Using the Renishaw scanner and 3i *incise* CAD software, labs can obtain broader access to a wide range of dental milling options, including the ability to scan precision copy milled bar patterns. Labs using the Procera-Forte Scanner can also benefit from all of these options by using the 3i *incise* CAD software.

Reader response number 63

ATTRACT NEW PATIENTS WITH FLEXIBLE PRICING

The NobelProcera system from Nobel Biocare offers fast, effective treatment



procedures that cater to individual requirements.

The material options for restorations offered by the NobelProcera include zirconia, titanium and alumina so practitioners can offer more flexibility in pricing and consequently attract new patients.

The NobelProcera system uses cutting edge CAD software, enabling practitioners to effectively and efficiently deliver robust yet attractive restorations. A larger number of patients can be provided with bespoke restorations, leading to an expansion of client lists and therefore, greater financial rewards.

Reader response number 62

AN EXTREMELY VERSATILE SYSTEM TO MEET IMPLANTOLOGISTS' DEMANDS

The Bien-Air Chiropro L is an ultra-efficient, extremely versatile implantology system created with practitioners for practitioners that leaves nothing to chance. It is designed for numerous possible clinical applications incorporating, in particular, seven of the leading implant systems on the market with their complete clinical sequences.

The Chiropro L's intuitive interface can be managed by the control pedal, designed for the practitioner's comfort and ease of use. The patented peristaltic pump has disposable irrigation lines and insertion support ensures easy handling and optimum infection control.

The Chiropro L System includes the MX-LED self-ventilating motor which

is the most powerful on the market, offering LED lighting at equal intensity at both high and low speeds. The Chiropro L can also be programmed to your individual requirements and adapted to multiple users. Only a few seconds are needed to define, save or modify your program.

With the world's first internal irrigation system the 20:1 contra-angle handpiece incorporates the smallest head on the market allowing access to the tightest of areas. Fitted with an exclusive double optical glass rod system, the handpiece provides uniform lighting of the operative field. The MX-LED is not only the most powerful motor on the market, but also the lightest.

Reader response number 64

